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In this index, material is listed by author, title, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic* type, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. Dun's Review and Modern Industry deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as

well as provide information on the latest develop ments of interest to management.

Individual lines of business are not separately indexed for the report on "14 Important Ratios—an annual compilation, Wholesaling and Retailing" and "14 Important Ratios for 36 Manufacturing Lines."

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in "Regional Trade Barometers," "The Trend of Business," and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by The Dun & Bradstreet Business Library, where more detailed information may be found in a cumulative card file.

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BUSINESS AFFILIATIONS

of DUN'S REVIEW AND MODERN INDUSTRY Contributors

The August-December 1953 contributors, who have provided Dun's REVIEW AND MODERN INDUSTRY with authoritative articles on various aspects of the business world and allied themes, are listed below under their business connections as a further convenience to readers.

American Brake Shoe Company William B. Given, Ir., Chairman of the BoardSept
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McCormick and Company, Inc. Charles P. McCormick, President No	ov.

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In using this index it will be helpful to keep in mind the nature of the contents of the magazine. Dun's Review and Modern Industry deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as

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well as provide information on the latest developments of interest to management.

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Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in "Regional Trade Barometers," "The Trend of Business," and "Compass Points of Business"

Statistical series compiled by the publisher are reported in greater detail in Dun's STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by The Dun & Bradstreet Business Library, where more detailed information may be found in a cumulative card file.

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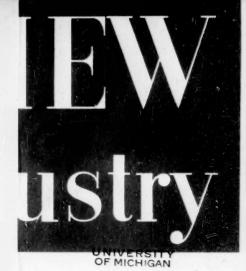
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BUSINESS ADMINISTRATION Library

Speaking up for BUSINESS



CRAWFORD H. GREENEWALT
President, E. I. du Pont de Nemours & Co.

N earlier times, when business units were small and technology was simple, the proprietor of an enterprise could hold all the reins firmly in his own hands. To-day it is only in a limited field that this condition prevails-certainly it is no longer representative of American industry. As production has become more complex, the tools and equipment have grown more expensive and the capital to buy them has had to come from groups of people rather than a few individuals. At the same time we have come to require more and more the services of specialists and technicians. Business has become, as a result, increasingly a team effort, in which the contributions of each individual and each group have to be integrated with the contributions of others.

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